

Many physicians who subscribe for and read some of the larger weekly medical journals repose, and generally with reason, great confidence in the editorial opinions expressed by them. As a rule this confidence is justified, for it is only seldom that the editorial pages are sold for the purpose of exploiting some particular preparation, though this occasionally happens. Gradually and instinctively, the confidence reposed in the editorial and reading pages extends to the advertising pages and the doctors who receive the journals grow to place confidence in the things advertised. Our attention is particularly drawn to the matter by an editorial in the *New York Medical Journal* of January 21, 1905. In this issue is a plea for support of the journal and for more subscribers. Attention is called to the excellent material offered in the first issue of 1905, and the following statement then appears: "There were also 40 pages of clean, ethical advertisements from houses whose commercial standing and products are beyond reproach." Doubtless a number of the readers of this valuable journal read that editorial—and believed it. If they were thinking men and looked at the advertising pages, they must have concluded that the definitions of "clean" and "ethical" had been recently revised, for among the lot of advertisements there appears to be but one proprietary accompanied by a formula, and amongst the many are to be found the following: goat lymph compound, antiphlogistine, tongaline, Pond's extract for bleeding piles, seng, unguentine, vapo-cresoline, fig-syrup, etc. Is not this a truly choice collection of "clean, ethical advertisements?" Does it not exhibit a colossal impudence on the part of the publishers to fill their advertising pages with such stuff as this and then ask a self-respecting profession to support them? Just think a little before subscribing for a journal that will undermine your own professional interests by advertising such things as appear in the pages of this journal.

Last month the *Western Medical Review* discussed the nomination of names of physicians for the Hall of Fame. In all there are to be 150 names of illustrious Americans in the Hall of Fame, and the nominations are to be so made that the full complement will be reached in the year 2000. In October, 1900, 29 names were selected, but the medical profession was not represented. This year 26 names are to be selected in order to complete the first 50, and hereafter five names will be added every five years. The names of Benjamin Rush, Valentine Mott, and J. Marion Simms are already in formal nomination, and the editor of the *Western Medical Review* suggests the following additions: Wm. T. G. Morton, David Ramsay, John Collins Warren and Oliver Wendell Holmes. Dr. H. Winnett Orr, Lincoln, Nebraska, (the editor) has prepared a set of postal

card ballots and will furnish the set to physicians for 12 cents. "Each physician is requested to sign the cards of those physicians whom he most desires to see elected. In this way we may succeed in convincing the board of electors of our desire to honor the great physicians of our country—which in 1900 we failed to do."

As a rule, book reviews are merely a waste of good paper and ink. They are mostly made up of a few laudatory statements, generally extracted from the preface, and the reader gets but little idea of the real worth or worthlessness of the book itself. We know of several instances where members of the Society have been lead into purchasing practically valueless books through seeing such highly colored reviews. Publishers, quite naturally, like to sell their books, and reviews that merely praise help them in their business; they are not philanthropists who furnish physicians with pabulum for the good of humanity. The Publication Committee in conjunction with the Library Committee of the San Francisco County Society, have arranged to have truthful reviews of books written from time to time by men who are specially interested in the particular subjects and who are well qualified to express a candid opinion. We feel that we can quite safely assure our readers that they may place dependence upon the critical statements referring to new books which will hereafter be published in the JOURNAL. To publishers we desire to say that we shall give a very careful reading and express an honest opinion of all books which they wish to send in. We will even review some books that are not sent to us by the publishers, when we feel that they are works likely to be of interest to our members.

Do you not wish to have your volumes of the JOURNAL bound and preserve them for future reference? Remember, these volumes are the full transactions of the State Society and also the transactions of most of the county societies. We have arranged to have the JOURNAL bound in half leather, a good and substantial binding, in lots of 50, for \$1.00 per volume. If 50 members of the Society desire to have their volumes bound and will send them to us, we will have them bound for the price quoted. Of course this price does not include express charges of sending in the volumes or delivering them, nor will it apply except on lots of 50 or more volumes. If you find that a few numbers are missing from your files of the JOURNAL, but wish them bound, send them in and we will fill the gaps as far as we are able. Many of the older members of the Society who have large files of the bound Transactions should bind their JOURNALS and thus keep their files complete.